

Economic Development Partnership of North Carolina, Inc.

Joint Legislative Economic Development & Global
Engagement Oversight Committee

April 3rd, 2014

Sharon Decker, *Secretary of Commerce*

Dick Lindenmuth, *Interim CEO of EDPNC*

Jean Davis, *Executive Director of Business
Development and Services*

Organizational Alignment

North Carolina Department of Commerce

Rural Division

Rural Center Grants and Programs
Division of Community Assistance
Community Development Block Grant
NC Broadband
Main Street Program
Appalachian Regional Commission

Division of Workforce Solutions

Division of Employment Services

Economic Analysis & Business Development

Strategy
LEAD

Commerce Finance

JDIG
One NC
Utility Fund
Budget + Accounting

Office of Science & Technology

Office of the Secretary

Chief of Staff & General Counsel
- Fiscal Services
- Management Information Services
Chief Liaison
Legislative Affairs

Human Resources

Communications

Welcome Centers
Public Affairs
Media Relations
Social Media
State Branding and Marketing

Economic Development Partnership of NC 501(c) 3

17 Member Board

Business Development

Recruiting New Business
Project Management
Foreign Direct Investment

Business Services

International Trade
Small Business
Existing Industry

Travel & Tourism, Film, and Sports

Marketing

Administrative Services

Human Resources
Legal
Finance

Market Intelligence

PPP Milestones Update

- 501(C)(3) designation granted by IRS
- OSBM approval of PPP plan
- Organizational realignment and establishment of leadership
- Development of fundraising plan led by EDPNC board member Pat Corso

Goals of PPP

To privatize the sales and marketing functions of the Department of Commerce to create an organization that is:

- More efficient, nimble, targeted, and proactive
- Better-aligned organizationally to provide services that benefit all North Carolinians, both urban and rural
- More collaborative with an emphasis on statewide partner engagement
- Transparent and accountable
- Designed to provide the state of North Carolina the highest possible return on every dollar spent

A New Way of Doing Business

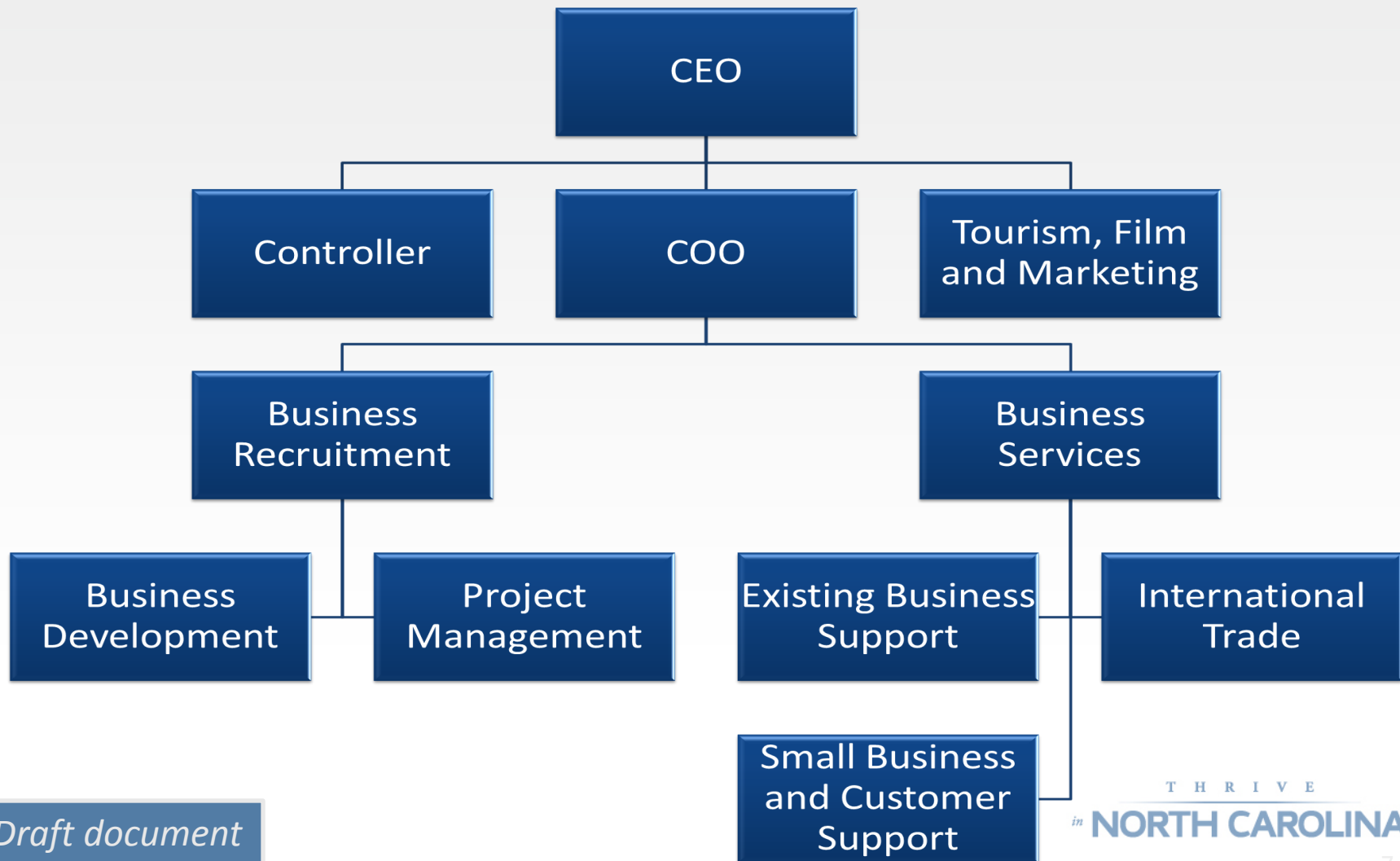
Old Model

- Organizational silos with poor communication
- Reactive – waited on leads to come to us
- Fractured statewide economic development strategy

New Model

- Organizational alignment with greater collaboration
- Proactive – new Business Development team will generate leads
- Integrated, collaborative strategy that engages partners
- Leverage private sector funds to launch new programs

Initial Organizational Structure



Draft document

A Collaborative Approach

Partners include, but are not limited to:

- Department of Commerce
 - Rural Division
 - Division of Workforce Solutions (DWS)
 - Office of Science and Technology
 - Commerce Finance
- Department of Transportation
- Department of Environmental and Natural Resources
- Department of Cultural Resources
- State and local chambers of commerce
- SBTDC and Small Business Center Network (SBCN)
- UNC System and NC Community Colleges
- NC Travel and Tourism Coalition
- NC Economic Developers Association (NCEDA)

Next Steps

- Finalize business plan based on NC Economic Development Board “Jobs Plan” and associated action matrix
 - Strategy – Domestic/International
 - Engagement Plan for prosperity zones
 - Partner engagement plan
- Finalize fundraising plan
- Passage of enabling legislation